

## Proposal for National Presentation

### *"You Have A Great Program - But Who Knows About It?"*

ACTE VISION 2021

December 1-4, New Orleans, LA



**Thank you for submitting a presentation to ACTE's CareerTech VISION 2021.** The information you submitted will be reviewed by the ACTE review committee for possible inclusion in **ACTE's CareerTech VISION 2021**.

Please keep track of your presentation number as this will serve as your identification for corrections, scheduling and future notifications.

**Presentation Number:** 2259

**Presentation Title:** You Have A Great Program - But Who Knows About It?

You may continue to review and edit your presentation submission through the [Presentation Service Center](#) until April 16, 2021. You will need the following information to access your presentation information.

**Login Email** [linstin68@gmail.com](mailto:linstin68@gmail.com)

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**Please note:** Submitting a presentation does not guarantee that you will be chosen as a speaker for **CareerTech VISION 2021**. You will be notified by the end of April about the status of your proposal.

Questions regarding the presentation submission process should be directed to us at [meetings@acteonline.org](mailto:meetings@acteonline.org).

**PLEASE SAVE THIS CONFIRMATION FOR YOUR RECORDS**

## **Bio**

With a love for Career Technical Education Linda Stinson wants to do what she can to help educators. She is currently pursuing her Education Specialist Degree from the University of Missouri in Learning Technologies and Design. Recent studies provided insight on how Linda can help the CTE world even more. After working as a Career Technical Education educator for 14.5 years Linda left the classroom to pursue something different. This landed her at the Missouri Department of Elementary Education in the Skilled Technical Sciences division.

As welding instructor at Sikeston Career and Technology Center, Sikeston, MO, Brent is living his dream of giving back. He also serves as a mentor for Missouri's Skilled Technical Sciences program. He is the 2021 recipient of the MoACTE Teacher of the Year. Previous recognition includes the first place for the 2019 Harbor Freight Tools for Schools Prize for Teaching Excellence. Brent is energetic and passionate about Career Technical Education.

## **Title Options**

You Have A Great Program - But Who Knows About It?

## **Description for Program 50 words**

Ever wonder what students or parents REALLY want to know about your program? This workshop covers research based topics that attract motivated students to your program. By marketing the full potential of Career Technical Education programs you can build a high quality program to help fulfill the skilled worker gap.

## **Learning Objectives**

Participants will be able to recognize the need for promoting their programs to gain potential students.

Participants will understand why they should market and promote themselves.

Participants will be able to identify key points for marketing Career Technical Education programs.

Participants will be able to recognize ways to promote their programs to nontraditional CTE students; including females and minorities.

## **Evidence Base 100 words**

The need for skilled technical workers has never been greater. The skilled workers gap is affecting employers all over the world. Friends influenced 44% of students enrolled in career technical education, based on research determining the perception of marketing career technical education. Parents and guardians had a 58% influence of class choice for enrolled students in career technical education classes. Finding shows a major challenge for career technical education is the lack of understanding of career technical education and their offerings by the general public.

## **Innovation 100 words**

We will identify and provide evidence-based innovative strategies to improve career technical education. These innovative marketing strategies will help improve and modernize career technical education programs to ensure we are meeting skilled workforce needs. The strategies will determine characteristics that will set newer innovation career technical education programs apart from traditional vocational programs structured to prepare blue-collar workers for the labor market. Promoting real-world skills and academic criteria will help motivate students to become engaged in career technical education programs.

#### **Audience Engagement 100 words**

We will have small group power sessions for participants. These sessions will allow participants to interact and reflect on how they promote their programs. It will also give the participants opportunities to get into a practice or sharing about their programs. We will also open discussion during points for participants to share their effective marketing strategies.

#### **Practical Application 100 words**

Participants can apply one concept or strategies or many from our presentation. We will provide CTE educators with the tools needed to promote their own programs. By effectively marketing their program educators will increase student enrollment with motivated students. Recruiting your own students can be more effective than relying on guidance counselors. Potential students and their parents will have a better understanding of what career technical education provides. This will allow more career technical educational programs to prepare students for the skilled workforce or post-secondary education.

We will provide evidence-based innovative strategies to improve career technical education. These innovative marketing strategies will help improve and modernize career technical education programs to ensure we are meeting skilled workforce needs.